Minutes – AOL Committee Meeting
September 17, 2009
Secretary: J. Weisinger

Attendees: Kathy Brook, Roger Johns, Randy McFerrin, Sherry Mills, Jim Shannon, Kelly Tian, Judy Weisinger

Meeting was called to order at 9:00 a.m.

Our first agenda item was to review the rubrics and assessment processes that are currently being using in the BBA program to ascertain how well these line up with the performance criteria established by the Undergraduate Committee (UGC) for each assessment goal.

We reviewed five goals with the following rubrics/assessment processes being accepted:

- **Goal 4: TECH Information Technology (BCIS 338)** - Jim presented data for his pilot assessment (conducted in Summer '09) of the TECH goal in BCIS 338. The rubric and process were deemed effective in addressing the performance criteria for the TECH goal. The committee discussed how we should present the summary assessment data should, and it was agreed that raw data be reported in terms of how many students achieved the various performance levels for a given criteria, and that we not include an “overall” achievement score so that the data that are presented are more meaningful.

- **Goal 5 THINK Critical Thinking (Econ 304)** – (Randy will edit to his report to indicate that it refers to the Critical Thinking Goal, rather than to Problem Solving, as established by the Undergraduate Committee in their minutes dated 5/1/2009.)

The following rubrics/assessment processes were put on hold pending additional information and/or follow-up:

- **Goal 6: ETHICS (Mktg 303)** - Kelly presented the rubric/process used in Mktg 303 to measure ethics and discussed some of the shortcomings with the process. Students are presented with 20 situations and asked to identify whether each involves an ethical dilemma. At issue was whether students in this introductory level class have enough background knowledge to appropriately identify ethical dilemmas when they likely have had no instruction in this topic area before taking this class. The committee agreed that Randy would meet with the UGC on Thursday Sept 24th regarding issues with this current assessment instrument for Mktg 303. Sherry agreed to look into an expanded assessment that might be used for the ETHICS goal, to circulate that to Kelly to see if it addresses her concerns regarding the current instrument. They will then agree on a possible revision, with input from Randy from the UG committee.

- **Goal 4: PROB SOLV Problem-Solving (Fin 341)** - This goal was newly assigned to Finance dept. There is currently no rubric being used, but rather, a 10- question quiz on decision making, which Roger reports is not appropriate for the Problem Solving goal.
Thus, a rubric needs to be adopted. Sherry suggested that the multiple choice quiz might be expanded by asking questions regarding one or several items to better assess the Problem Solving goal. After discussion, the committee decided that either we would be create a rubric for this goal, perhaps evaluating whether the current quiz can be expanded or faculty members in the Finance dept could develop the rubric (as some had already done this for the same goal in the MBA program). Roger agreed to review this with Liz Ellis, the Finance DH, and report back to the committee.

- Goal 6: LE(BLaw316?) – Roger informed us that this goal currently has no rubric, but rather the students complete 4 assignments regarding a different group of legal issues, selecting a sub-issue from the group, finding a current news article reflecting that sub-issue, then answering specific questions. The assessment reflects a Y/N regarding whether the student’s article reflects their ability to identify the sub-issue in context. We discussed the need to add a specific instruction, perhaps asking the student to use a legal term from the relevant chapters when completing the assignment. A rubric needs to be devised and it could be the same as used for a class assignment. Roger agreed to draft a rubric for the committee’s consideration.

Randy will also meet with the UGC regarding their progress on performance criteria for the Goal 3 Integration (INTEG).

The next meeting will be on October 1 at 9:00 a.m.

Agenda for next meeting:

1. Review and assign rubric/assessment process for Goal 1a: COMM Write
2. Review rubric/assessment process for Goal 2: DIVERSITY
3. Discuss Goal 3 (INTEG) and the status of performance criteria being developed by the UGC
4. Discuss how to deal with Goal 1b: COMM Oral. (Sherry and Randy will talk to the UGC about when/how/where to assess)
5. Consider drafting a formalized process for this committee to preserve institutional memory and to facilitate the process for future committee members.